

Message Text

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ROBERT L. PRITCHARD/OED

JOSEPH A. MILLER/OED

STATE/NEA/AFN:WSWEISLOGEL

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FM SECSTATE WASHDC

TO AMEMBASSY TRIPOLI

UNCLAS STATE 109935

E.O. 11652: NA

TAGS: BEXP, EAGR, LY

SUBJECT: FOREIGN BUYER PROGRAM - VISIT OF LARG AGRICULTURE
OFFICIALS

REF: TRIPOLI 0554

1. COMMERCE WILL ASSIST VISITORS JODEH AND SALEM WITH WASHINGTON APPOINTMENTS TO INCLUDE ECONOMIC RESEARCH SERVICE, USDA, AMERICAN SEED TRADE ASSOCIATION, AMERICAN SOCIETY OF AGRICULTURE CONSULTANTS AND OTHERS OF INTEREST WHICH MIGHT DEVELOP. WASHINGTON/USDOC CONTACT IS STAN HAYS TELEPHONE 967-3266.

2. VISITORS ITINERARY IN CALIFORNIA WILL BE COMPLICATED BY FACT THAT ONLY ONE OF 7 MAJOR U.S. FIRMS MANUFACTURING FULL LINE OF HEAVY AGRICULTURE EQUIPMENT (COMBINES, TRACTORS, HARVESTERS, ETC.) HAS EXPORT OFFICE ON WEST COAST.

3. WHILE EQUIPMENT CAN BE EASILY VIEWED THROUGH WEST COAST DISTRIBUTORS, EXPORT SALES USUALLY MADE THROUGH INTERNATIONAL OPERATIONS AT HOME OFFICE. ONE EXCEPTION IS INTERNATIONAL HARVESTER, EXPORT OFFICE, 77 EDGEWATER DR.,
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SUITE 150, OAKLAND, CALIFORNIA 94621. CONTACT M.H. YOUSE,

TELEPHONE 415/568-6300. HOME OFFICE THESE MANUFACTURERS VIRTUALLY ALL IN MID-WEST (I.E. , JOHN DEERE, MOLINE, ILLINOIS, J.I. CASE, RACINE, WISCONSIN; ALLIS-CHALMERS, MILWAUKEE, WISCONSIN; MASSEY-FERGUSON, DES MOINES; FORD, TROY, MICHIGAN, WHITE MOTORS, CHARLES CITY, IOWA).

4. ON OTHER HAND, MANY SEED SUPPLIERS OF INTEREST ON WEST COAST. SUGGESTED CONTACTS FOLLOW: J.W. CHANEY, PRESIDENT, CALIFORNIA SEED ASSOCIATION, (KEYSTONE SEED CO., HOLLISTER, CALIFORNIA, TEL: 408/637-5781); NORTHRUP-KING, WESTERN HQ, (REPORTEDLY WORLD'S LARGEST SEED SUPPLIER), FRESNO, CALIFORNIA, DON PIEPER, TEL: 209/237-4731; OTHERS INCLUDE ARNOLD-THOMAS SEED SERVICE, FRESNO; GERMAIN-S, LOS ANGELES, FERRY-MORSE, MOUNTAIN VIEW, CALIFORNIA; DESSERT SEED CO., EL CENTRO, CALIFORNIA, AND CAL/WEST SEEDS, WOODLANDS, CALIFORNIA. LOS ANGELES CONTACT FOR VISITORS IS ERIC SILBERSTEIN, USDO DISTRICT OFFICE, 1100 WILSHIRE BLVD., LA 90024, TELEPHONE: 213/824-7591. COMMERCE OFFICER IN CHARGE ASSISTING FOREIGN VISITORS FOR WESTERN REGION U.S. IS FRANK CAFFERY, USDOC REGIONAL OFFICE SAN FRANCISCO, CALIFORNIA 94102, TELEPHONE :415/556/5860. RUSH

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